

## Supplementary materials

### Appendix: 1

#### BCT analysis of the components of SF28

It is recommended that behavioural interventions be fully described when evaluations are reported in the literature [41]. This aids the process of replication and enables those undertaking systematic reviews to compare intervention content systematically. Aside from presenting the intervention content, it is recommended that individual behaviour change techniques (BCTs) used in interventions be coded using a standard system [42]. Such a system has been developed for mobile smoking cessation applications [43] based on face to face interventions to aid smoking cessation [44], which was used to identify BCTs that were more effective [17].

The table below shows the text used in SF28 and the BCT code from Michie et al [44]

#### Intro Tunnel

Section	Text	BCT
Welcome	Congratulations on your decision to go for the SF28 Challenge Please give yourself 10 minutes to go through this first session	RD3
Page 1	We are confident that with the help of this App you will be able to go for a full 28 days without smoking - but it won't be easy! If it was, you wouldn't be using this App	BS3
Page 2	SF28 is your path to a smoke-free future. It is based on the latest	RC4

scientific research.

Getting to be an ex-smoker is going to be the most important thing in your life for the next few weeks

BM8

SF28 knows what challenges you will face and gives you the tools to deal with them. You set your quit day and SF28 will guide you day by day to your goal.

RC4

Why 28?

Research shows that the first 28 days after the quit date are the most important: 90% of relapses happen in this period. It is the time when the nicotine withdrawal symptoms and cravings are usually at their worst.

BS2

If you can get through this period you are not out of the woods but you have a good chance of stopping for good

Think Date

If you're going to use one of the stop smoking medicines available from your doctor, which is highly recommended, you'll need to make it at least a week away to give

BS4

yourself time to get a prescription.

Choose Date

If you are not getting medicine or if you already have them you can quit any day in the next 14 days. If you are ready to go you can stop today. You may want to tie it to a special day. This could be the most important day of your life!

BS4

Pick a quit date

Give yourself enough time to get ready (at least 2 days) so you can read all our advice and have time to prepare yourself. Make it easy on yourself. If you are going to a party or event in the next few days and you know you will want to smoke, then choose a date after this.

BS4

BS10

Choose a stress free date. Stopping smoking can be stressful, so choose a date when you don't have other things to worry about.

BM14

Plan fun activities for your quit date. Keeping busy with things you enjoy will help distract

Why use medicine?

you from your cravings.  
There are several A1  
medicines that really  
can help you stop  
smoking.

You have probably  
heard of some of them.  
We will talk about the  
two main types...

NRT

For convenience and A1  
flexibility you will  
want Nicotine  
Replacement Therapy.  
The highest dose patch  
is the most effective.  
You should top it up  
with gum, lozenge or  
inhalator. These  
products are safe and  
most people can come  
off them without  
difficulty at the end of  
the course.

Champix

If you want a pill that A1  
can beat the cravings  
and are willing to see  
your doctor to get it,  
you will want  
Champix. This is  
probably the most  
effective medicine  
available. For most  
smokers it is very good  
at controlling the  
cravings. Some  
smokers feel sick when

taking it.

Withdrawal Symptoms    Your body is used to    RC6  
getting    nicotine.  
Without it, you may  
feel irritable, hungry,  
low, anxious, restless  
and    unable    to  
concentrate. It means  
that your body is  
recovering!    A1

NRT will ease these  
symptoms if you take  
enough of it. So if you  
are feeling bad,  
increase the amount  
you use. Most of the  
symptoms will only last  
a few weeks.

Temptations    Only one thing    BM8  
matters: not a puff, no  
matter what. Every  
time you beat the  
cravings you are  
another step on the  
road to success.

BM2

There will be lots of  
temptations. At first  
you will probably be  
thinking    about  
cigarettes constantly.

BS15

You have to hang in  
there. Arm yourself  
with things to say to  
yourself to stop  
yourself from smoking.

## Smokers

Watch out for smokers. BS11

Some will wish you well but to others you are a rat leaving the sinking ship. They will try to tempt you back.

If you can avoid BS12

socialising with other smokers for a few days then do. If not, arm yourself with what you are going to say when they offer you a cigarette: "No thanks - I'm giving up" is the easiest. But be ready for the conversation that comes next...

## Stress, Parties and Arguments

Watch out for stress, BS10

parties and arguments. These are common causes of slip-ups.

People think they can BS15

just smoke a cigarette or two - but they soon go back to smoking. Distraction is your best weapon; humming a tune in your head, breathing deeply... whatever distracts you and takes your mind off the craving.

## How SF28 will guide

SF28 will guide you RD3

you

day by day through  
your quit attempt. It  
will answer your  
questions, provide you  
tips for beating the  
cravings, help you get  
the best out of your  
medicine and tell you  
what to expect next.

No puff

Remember - once the BM8  
quit day comes there is  
only one thing that  
matters: not a puff - no  
matter what!

SF28 is your guide - RC4  
but remember you still  
have to put in the  
effort - you have to do  
the walking - you have  
to battle through the  
hard times. SF28 is  
your map - it is you  
who are making the  
journey.

## Daily Information

Section	Text	BCT
14 days to go	Some people like to start reducing how much they smoke ahead of the quit date. That is fine, but you don't have to. The main thing is to have that date firmly in your mind as the last day you will be inhaling toxic, cancer causing smoke into your lungs.	BM6
13 days to go	Think about what it is that triggers your smoking. It may be stress at work, socialising with friends, an argument ... lots of things. Keep a note of those triggers and start to think about how you will deal with them without smoking – what do non-smokers do?	BS6
12 days to go	If you are still healthy, just for a few moments, close your eyes and imagine a doctor telling you have got lung cancer, and the effect it will have on you, your life and your loved ones.	BM13
11 days to go	Cigarettes are addictive because they	R19



are a very rapid way of getting nicotine to your brain. Nicotine is like a parasitic worm that tunnels into your brain making you want to smoke and making you need to smoke.

10 days to go

Nicotine acts on brain pathways that create the urge and need for you to do things. These pathways are deep within your brain. Think of nicotine as a mind-control drug - it trains your brain to need that nicotine hit

R19

9 days to go

Music can be really helpful whilst you're quitting smoking. It is a good distraction for taking your mind off cigarettes; it is also great at improving your mood. So, why not build up a collection on your iPhone for when you want to take your mind off smoking.

BS15

8 days to go

When you stop smoking you could well experience some unpleasant symptoms for a few weeks. The typical ones are: irritability, anxiety, depressed mood, hunger, difficulty

RC6

concentrating and restlessness. These can all be controlled by nicotine products such as the nicotine patch – as long as you use them properly each day.

7 days to go

One week to go and you may be getting a little nervous. There is no need. There is just one thing you have to remember – after D-Day – smoking is not an option – like being in a supermarket – and every day that you don't smoke, you are one huge step towards freedom.

BM8

6 days to go

Start thinking of the money you will save. The average smoker spends £40 per week on cigarettes - £160 per month - £2000 each year!

BM10

5 days to go

Every day in Britain, 500 smokers stop and never smoke again. In 5 days time you could be one of them – you WILL be one of them.

BM8

4 days to go

In 4 days you will smoke your last cigarette. If you are using one of the stop

A1

smoking medicines  
(Champix or Zyban)  
you should have  
started to take it by  
now. If you are using  
one of the nicotine  
products just  
remember – they are  
medicines too – and  
like any medicine, in  
order to work, you have  
to follow the  
instructions.

3 days to go

3 days to go until your BM8  
lungs and body can  
start recovering. Your  
main protection  
against lapsing is your  
steadfast  
determination. This  
will be helped by  
getting used to the idea  
of thinking of yourself  
as an 'ex-smoker';  
smoking is not part of  
your life any more.

2 days to go

With just 2 days to go, BM2  
the starting line is in  
sight. Now is a good  
time to go forward one  
month in your mind.  
Just imagine how  
wonderful you will feel  
after not smoking for a  
month – what an  
achievement!

1 day to go

Tomorrow is the big BS3  
day. Some people like  
to start from the

moment they wake up so their last cigarette is the evening before. Many people like to stop at a given time: 6pm is a good choice. This is because evenings are often hardest and you will still be topped up with nicotine for the first day.

Quit Date

Hooray! Today is the BM7 day your body starts recovering from the beating it has been taking from cigarettes for all these years.

If you still have your BS8 cigarettes throw them away. They can't damage you anymore. You will feel urges to smoke for sure. But every time you resist them, you will have won another battle to be free.

Day 1

Excellent!!! You're off BM4 to a great start.

Now you have stopped RD3 smoking, it is important to plan ahead for situations that you might find tricky. To help with this it might be useful

to think about the coming week. New non-smokers find certain situations difficult, and these tend to fall into two categories: Social or Stressful and you can find this info in the Lifestyle section of the toolbox.

Day 2

Well Done!! Another BM4 day without smoking. Your lungs will already be starting to recover.

Doing something active BS15 can help with cravings. Perhaps you can escape the trigger situation for a minute or two, get a breather. Perhaps you can do something to distract yourself. Maybe you can find another way to de-stress. The nicotine inhalator, gum or lozenges are great for these types of 'just one puff' occasions.

Day 3

This is a great BM4 achievement!

You are really BM8 progressing as a non-smoker. By now the deadly gas carbon

monoxide will be gone from your body. Every bout of craving that you resist is another battle won.

Day 4

Things are going really well!! You must be very proud of what you have achieved. BM4

Remember to make full use of the toolbox and check back for help and advice on beating cravings. RD3

If you are experiencing strong cravings and are using one of the nicotine products, consider increasing the dose – they are there to help you and stop you having that puff. A1

Day 5

Five days of being a non-smoker. This can be a difficult time. The cravings can be very strong. BM5

The nicotine parasite will be trying every trick in the book to get you to have just one puff. Keep taking the medicine – even if you are feeling fine. BS2 RD3

To beat the urges use  
the toolbox. BS14

Slow deep breathing  
and light exercise can  
be very helpful. Just  
imagine how wonderful  
it will be when you are  
finally free of these  
cravings.

Day 6

You are nearly at the BM4  
end of week 1! That is  
wonderful.

The first week is BS5  
usually the worst. If  
you are struggling then  
just keep your eye on  
the goal – smoke-free  
for 28 days and then  
for life. Your body is  
well on the road to  
recovery – one  
cigarette is all it takes  
to undo all the good  
work.

Day 7 – Level 2

Well done!! You have BM4  
reached level 2. Your  
first week as an ex-  
smoker!!!!  
Congratulations.  
It probably wasn't easy  
but your chances of  
stopping for good are  
now 10 times better  
than they were a week  
ago.

Day 8

Now on to the second week ...

Now is the time when BS2 the nicotine parasite will start finding new ways to get you back to smoking. It may be saying you have done really well and that you should reward yourself with a cigarette...don't!

BM14

Just put the idea out of your head and keep your eye on the goal – Smoke-Free for 28 days ...

Day 9

The cravings may be RC6 less now but you might also be getting a little tired and out of sorts.

Remember what you BM13 have achieved and when you think of cigarettes just remember that they are little tubes of cancer causing chemicals. BM5

The SF-28 Toolbox contains messages from people who have been there before.

Day 10

Day 10 and the average BM3



smoker will have saved £60 by now. Cravings should be getting less frequent but watch out – when they come they can catch you off guard.

Day 11

You are well into the second week. That is a wonderful achievement.

BM8

Don't forget the main message: not a puff – no matter what. Keep doing what you are doing – it's working. The days will pass and so will the weeks. In a few weeks' time you will wonder what all the fuss was about.

Day 12

The nicotine parasite may be getting a bit desperate now. At this stage its most common trick is to tell you that you are no longer addicted and can have the occasional cigarette ... but that would take you right back to square one.

Day 13

You're nearly half way through SF28!!

BM4

Now you are at a stage BM8  
where smokers around  
you are starting to  
smell awful, all while  
you begin to smell  
better!!

RD3

Remember to use the  
cravings and  
inspirations tabs in  
SF28. There is advice  
in there that could help  
you when you feel like  
having a cigarette.

Day 14 – Level 3

Well done!! You have BM4  
reached level 3

Congratulations! After BM2  
14 days of not smoking  
you are now 15 times  
more likely to stop for  
good than when you  
started. It just gets  
easier from now on –  
but don't get  
complacent.

Day 15

Keep this up and the BM4  
curse of cigarettes will  
be history!

Reminding yourself of BM10  
the damage smoking  
does to your body will  
give you extra  
motivation to quit  
smoking. Cigarettes  
should now take up  
less and less of your

thoughts but  
remember with just  
one puff you will find  
yourself back at the  
beginning having let  
all your hard work slip  
away.

Day 16

If you are feeling that RC10  
life is a bit empty  
without cigarettes, like  
you've lost a friend,  
look at all those  
millions of ex-smokers  
out there. Research  
shows that they are  
much happier and feel  
more satisfied with  
their lives than  
smokers.

Day 17

You're on the way to a BM4  
smoke free future!!!

If your confidence is a BM13  
little low then just  
think about what you  
have achieved and if  
someone offers you a  
cigarette just  
remember that it is a  
tube full of cancerous  
chemicals – you  
wouldn't be allowed to  
give those to a dog!

Day 18

The big thing now is to BM2  
build on what you have  
achieved. It has

probably been hard at times – very hard. But it will get easier and before long you will be free.

Day 19

Well done!!

BM4

As you have reached this point without smoking, we know you will be able to build on your hard work up to now, and become a non-smoker permanently.

BM8

RD3

Keep up the good work and keep using all the cravings tips we give you

Day 20

One more day till you reach Level 3 in SF28 – your last week on the programme. The goal is in sight.

BS9

Keep using the Toolbox and keep using your medicines. You're getting there.

RD3

And remember: smoking is not an option!!!

BM8

Day 21 – Level 4

Well done!! You have reached level 4

BM4

This is a much bigger achievement than any computer game – and it is your passport to a healthier happier life.

Day 22

Take time to reward yourself. BS16

What is the nicotine parasite up to now? Is it telling you that you've 'cracked it' and can have the occasional cigarette? Is it saying life is miserable and empty without cigarettes? Whatever it says, YOU are in control and you don't want to inhale cancerous chemicals any more. BS2

Day 23

You are nearing the magic 28 days!! If you are finding time dragging a bit, there's lots to do – including free Apps on the iPhone. A really good free game is Words with Friends (and no – the SF28 team have nothing to do with it but it is fun and it is free!). BS15

Day 24

The target is in sight – your first 28 days as an ex-smoker! Since you BM8

started on this journey  
12,000 smokers in  
Britain have stopped  
and will never smoke  
again. And you WILL  
be one of them.

Day 25

Nothing can stop you BS2  
now – except a silly  
mistake. Holidays,  
arguments, parties, or  
simply boredom ...  
these are the danger  
periods for you now  
and one thing will keep BM8  
you from smoking: the  
fact that you are an ex-  
smoker – smoking is  
simply not an option.

Day 26

Two days to go to your BM4  
SF28 target!! You have  
done incredibly well to  
get here. Don't blow it  
now!!

Day 27

One more day till you BM8  
reach your SF28  
target!! You may have  
noticed your breathing  
getting easier and your  
skin improving. That is  
just the start – being  
an ex-smoker means a  
happier life and that  
you don't have to keep  
worrying when you can  
have your next  
cigarette.

Day 28 – SF28 Congratulations!!!! BM4

Complete

You have completed  
SF28

BM8

This is just the start of  
your new life as an ex-  
smoker. You will live a  
longer, healthier,  
richer, more satisfying  
life. Cigarettes will be  
a thing of the past.

Daily info post day 28

Welcome back – ex- BM8  
smoker!!

Use SF28 whenever RD3  
you need to get  
inspirational messages  
from other ex-smokers  
and tips on how to  
tackle difficult  
situations that might  
arise.

## If You Have Smoked

Section	Text	BCT
Smoked a cigarette	That's a shame, would you like to try again? To set today as your new quit date click on try again	BM6
Try Again Now	It is great to see you still have the motivation to continue!!  If you have only had a few puffs your chances are better than if you have gone back to smoking the same number of cigarettes as before you quit attempt.	BM4  BM3
Try again later	It is important to remember 'not a puff, no matter what' It could save your life!! Please exit the app now to start again. Just because you have started smoking again it doesn't mean you can't stop in the future!!  Even though you may feel like you have failed, it doesn't mean you can't become a non-smoker in the future. You should probably leave it a while before	BM8  BM2



your next attempt. The App has now been reset so whenever you feel like making another attempt you will be able to start the app from the beginning. Please now exit the app.

## **Lifestyle**

<b>Section</b>	<b>Text</b>	<b>BCT</b>
Lifestyle	This information updates as you reach new levels, so remember to check back!	RD3
Adjusting Lifestyle	Your The information below will give you guidance on how to adjust your lifestyle as you progress through SF28	RD3
Before you quit	Coping with withdrawal Symptoms: Typical nicotine withdrawal symptoms are irritability, depressed mood, anxiety, restlessness, difficulty concentrating, hunger, difficulty sleeping and light-headedness. All of these are reduced by using one of the stop-smoking medicines available such as	RC6

nicotine patches. RD3

Getting through the first four weeks is the hardest. SF28 helps you through this period with the goal of being totally smoke free for 28 days.

Thinking like a non-smoker Remember why you are quitting. Take a few seconds to imagine sitting in the doctor's office and the test results come back: The doctor tells you that you have got lung cancer. BM13

BM8

Now take a few seconds to imagine life free from cigarettes and of not having to plan your life around cigarette breaks. Break the cycle and you will feel calmer, happier, healthier, and experience that great feeling of being an ex-smoker who has beaten it.

Changing routines Nicotine works very cleverly to make you crave a cigarette in situations where you would normally smoke. This means that changing your routines BS7

is an important  
weapon on the battle to  
break free. BS3

Now is a good time to  
think about when you  
smoke and plan to  
avoid as many of these  
situations as possible  
for a while.

Your social life

Some people find it BS12  
helpful to tell others  
that they are stopping  
and some people don't.  
It's entirely up to you.

If you tell people, most  
of them will be very  
supportive and wish  
you well – even other  
smokers. In any event,  
you will have to think  
about what you say  
when people offer you  
cigarettes. 'No thanks;  
I'm not smoking' is a  
pretty good reply.

Eating and drinking

Stopping smoking will BS13  
be great for your taste  
buds. You can look  
forward to food and  
drink tasting better as  
you progress through  
SF28. You will  
probably put on weight  
so remember to eat  
healthily.

Many smokers confuse

cravings with hunger  
so a good idea is to  
stock up on healthy  
food such as fruit so  
that you can snack on  
when you feel cravings  
or you are feeling  
hungry before meal  
time.

## Lifestyle: Week 1

Section	Text	BCT
Coping	<p>Some nicotine withdrawal symptoms, such as light-headedness, only last a few days. Others, such as increased appetite and urges to smoke, go on for longer. But all of them go away eventually, leaving you free of your addiction.</p> <p>A lot of smokers develop a cough when they stop smoking. This is perfectly normal. It is a sign that your body is recovering.</p>	RC6
Thinking like a non-smoker	<p>Remember why you are quitting. Take a few seconds to imagine sitting in the doctor's office and the test results come back: The doctor tells you that you have got lung cancer.</p> <p>Now take a few seconds to imagine life free from cigarettes: the smell, the money, of not planning every journey and event around no smoking signs, of not</p>	BM13 BM8

	having to plan your life around cigarette breaks.	
Routine	<p>If you are finding that you are craving a cigarette in particular situations think carefully about how you can avoid these.</p> <p>If you can't avoid them then plan to have something specific that you do instead. If you are using a nicotine product such as the inhaler – you can use that.</p> <p>In the first week evenings can be particularly difficult and a lot of people decide to go to bed early – that is a really good idea.</p>	<p>BS7</p> <p>BS15</p> <p>BS7</p>
Social life	<p>Seeing other people smoke is one of the biggest causes of craving. You may want to hang around with non-smoking friends for a while – if you can. If not, then stay inside when they go out for a cigarette. You may want to take something to do!</p>	<p>BS12</p> <p>BS13</p>

Most people who stop smoking have an increased appetite. Nicotine suppresses hunger, so when you stop smoking you may feel more hungry.

Eat/drink

There are many things you can do, for instance eat more healthily, drink more water and do some exercise (such as walking).

BS13

Remember that alcohol lowers your inhibitions, so drinking can be risky for you in the first couple of weeks after stopping.

BS1

## **Lifestyle: Week 2**

<b>Section</b>	<b>Text</b>	<b>BCT</b>
Coping	Many people find they have difficulty concentrating for the first couple of weeks of not smoking. If you are using one of the nicotine products you can avoid this by making sure you use enough. We recommend a patch plus one of the faster acting products such as inhaler or gum. If you are just using one product and are feeling bad, try adding another – it does work and is perfectly safe.	RC6
Thinking like a non-smoker	For most smokers the first week is the hardest but sometimes the first week is easy and you suddenly get hit in the second week. The novelty of quitting has worn off and it all seems like a big effort. You need to keep up your morale. Just look on this as part of your journey to freedom. Tomorrow is another day and as long as you don't smoke it will be a better one.	BM8



Routine	Now is a good time to look at your routines again and see whether they are helping you or making it harder to stay off cigarettes. If you can't avoid situations when you would have smoked then make sure you have something else you can do instead.	BS7
Social life	If smokers are still offering you cigarettes, now that you have gone a week without smoking you may feel more comfortable saying: 'No thanks – I've gone a week without smoking and I don't want to go back to it now'.	BS12
Eat/drink	You may want to snack on glucose tablets. They are very cheap and easily available from newsagents and chemists and they do not make you put on weight - surprisingly. A whole packet of glucose tablets has no more calories than a slice of bread!	BS13

## **Lifestyle: Week 3**

<b>Section</b>	<b>Text</b>	<b>BCT</b>
Coping	Very few smokers desire a cigarette when they know they can't smoke, e.g. on a plane journey. One way to beat the cravings is to remind yourself that smoking is not an option for you – it's not going to happen.	BM8
Thinking like a non-smoker	Stopping smoking is a battle against the nicotine parasite. You are winning the battle and every day that goes past it will get weaker and you will get stronger – but only as long as you do not have a single puff on a cigarette. Keep using your medicines and remember that you are an ex-smoker and smoking is not an option – no matter how you feel or what happens.	BM8
Routine	As things start to get easier, you may feel able to move back to some of your old routines. That is fine, but be careful! And be ready to switch again if you need to.	BS7

Social life

Now that you are in your third week of not smoking, your smoking friends may be feeling a little bit envious. And your non-smoking friends will be delighted for you.

BS12  
BM8

Your main problem now is just that moment of weakness - it is so easy to just take a cigarette and go right back to square one. But remember: you don't smoke any more.

Eat/drink

You will probably be noticing some weight gain now. That is perfectly normal. Just remember to eat healthily and do as much physical activity as you can. For example, walk up stairs rather than taking lifts. Try to make sure you walk for at least 20 minutes a day.

BS13

## **Lifestyle: Week 4**

<b>Section</b>	<b>Text</b>	<b>BCT</b>
Coping	If you find yourself craving a cigarette, imagine how you will feel, if you smoke one and undo all the work you have put in so far. Imagine the cancerous chemicals in the smoke destroying the DNA in your lungs. Could that cigarette be the one that finally triggers cancer? But if you resist the craving, you will have won another battle against the nicotine parasite. And every battle you win weakens its power.	BM13
Thinking like a non-smoker	You are so close to success and your new life as an ex-smoker. Many ex-smokers look back with fondness on smoking – that is fine. But that is in the past – you have moved on to a new and better phase in your life. Not smelling of tobacco, not wasting money on tubes of cancerous chemicals, not having to worry about blowing smoke in the face of people you are talking	BM8

	to ... freedom.	
Routine	You are nearly at the end of your journey. Things are likely to be a lot easier than when you started but you are not out of the woods. Things that triggers smoking can come out of the blue so be ready for them.	BS2 SF28
		RD3
	Remember that there are loads of tips of how to beat cravings in the SF28 Cravings toolbox.	
Social life	If you have been keeping quiet about trying to stop smoking, you can now feel more confident about telling people that you have stopped. Your chances of staying off for good are 20 times higher than they were when you started.	BS12
Eat/drink	One way of telling whether you are genuinely hungry or just fancy some tasty food is the 'apple test'. If you wouldn't eat an apple then you aren't really hungry. And if you are not truly hungry and you are concerned about your weight, don't eat.	BS13



Section	Text	BCT
Coping	Most nicotine withdrawal symptoms will have gone by now, but some, such as increased appetite, can last longer than 28 days. These do eventually go away though and you will feel so much better and happier than you did when you were smoking.	RC6 BM8
	The main relapse triggers to watch out for are: stress, holidays, parties and boredom! Your main defence is that you are an ex-smoker now – smoking is not an option.	
Thinking like a non-smoker	You've won the challenge and now there is no reason to go back to smoking.	SF28 BS2
	The nicotine parasite will still be lurking though – ready to strike in moments of weakness – so watch out!	BM8
Routine	You are now well established in your life	BS11

as an ex-smoker. As far as routines go the main things to watch out for are celebrations, parties and anniversaries. You must go to these prepared to resist offers of cigarettes. BM8

You are an ex-smoker and smoking is not something you do any more.

Social life

If you are using one of the faster acting NRT products (like gum, nasal spray, lozenges or the inhalator) then make sure you have these to hand and be prepared to use as much as you need to get through social situations that trigger cravings. If not, try and get hold of some - they are helpful and safe to use with other stop smoking medicines. A1 BM8

Remember the 'Not a puff, no matter what' rule. This is the most important rule in your life at the moment. Sometimes it will seem easy to break it but doing that could cost



Eat/drink

you your life.

Now that you have BS13 finished the SF28 challenge you can start to think about making sure you keep to a reasonably healthy diet. If you are hungry between meals then eat fruit (or perhaps the occasional chocolate and bun!); make sure you always have vegetables with your meals; keep your alcohol levels to an average of 3 drinks per day for a man and 2 per day for a woman. And do remember to stay active .

## Inspirational Stories

Section	Text	BCT
1	Hangovers aren't nearly as bad once you stop smoking!' Matthew, London	BM5
2	Having stopped, I would never go back - my hair and clothes don't smell of cigarettes anymore, I don't get breathless and cough, and the money saved is phenomenal. Best of all, it means I know that I've done one of the most significant things I can do to improve my health, which I hope means I'll live longer and be healthier.' John, Birmingham	BM5
3	Food tastes better, I feel fitter and my clothes don't smell of stale smoke.' Ahmed, Cardiff	BM5
4	I smoked for 30 years, then at the age of 50 had 2 heart attacks, I stopped smoking immediately, and feel better all round. The cravings don't go away but it gets much easier.' Julie,	BM5

- Manchester
- 5 It's not easy but BM5  
persevere with it, the  
health benefits and  
how you feel in the long  
term are well worth it.'
- Molly, Kent
- 6 Life has been a lot BM5  
healthier and will  
probably be longer.  
Don't forget - the  
cravings will pass.'
- James, Newcastle
- 7 Quitting smoking was BM5  
the best thing I ever  
done, now I get to  
spend more time with  
my family.' Nicole,  
London
- 8 I packed up smoking BM5  
completely in 2004 and  
have saved myself  
about £3000 up to the  
end of 2010.' Frank,  
London
- 9 I was diagnosed as BM5  
suffering from C.O.P.D.  
and had found it hard  
to breathe and was told  
if I did not give up  
smoking I would die  
within a year so I  
wanted to give up and  
did. This was over 10  
years ago and I 'm still  
waiting to die!' Peter,  
London
- 10 I stopped smoking over BM5  
two years ago and I

gave up because I was losing my voice and I had to have a biopsy on my throat and they found out there was something there. It scared me so I went to the chemist and got the 24hour patches and never looked back! I am glad to say I got me voice back and I feel a lot better for giving up Smoking. I'm really pleased with myself too.' Steve, Glasgow

11 Stopping smoking has BM5  
changed my life.' Beth,  
Norfolk

12 3 days of hell, 3 months BM5  
of craving but then  
nothing really, just the  
odd pang.' Lucy,  
Cambridge

13 I stopped because of BM5  
health problems, and  
stopping smoking has  
improved my health to  
some degree as well as  
improving my taste  
and smell.' Kevin,  
Nottingham

14 Food tastes great, I'm BM5  
now healthier and able  
to play with my  
children.' Shawn,  
Leeds

15 I feel much healthier.' BM5  
Richard, S. London

- 16 Since I gave up I have BM5  
been healthier had  
more money to spend  
on holidays etc. Plus, I  
don't smell like an old  
ash tray!' Valerie,  
Edinburgh
- 17 It's easier than you BM5  
think, and the money I  
saved paid for a  
holiday.' Victor,  
Coventry
- 18 Easier to do than I BM5  
thought, everything  
smells so much better  
now.' Stacey, Bristol
- 19 I feel fresher and more BM5  
in control - not  
constantly craving  
nicotine.' Matthew,  
London
- 20 I no longer have to BM5  
think about where can  
I go to have my next  
smoke or when it will  
be, especially having to  
go outside at  
restaurants or at work  
to smoke. I feel  
healthier, get out of  
breath only when  
running for a bus and  
feel less anti-social.'  
Raj, Bradford
- 21 It was hard to begin BM5  
with and something I  
had wanted to do for a  
long time but, after a  
couple of months,

found I had a lot more money, both in my purse and in the bank. I feel healthier, food tastes better and I am fitter and, since quitting over four years ago, have been able to afford take a proper holiday every year.' Geoff, Southampton

22 I found that when BM1 trying to get fit it was too hard so it really helped quitting. Susan, Warrington

23 I gave up when I found BM10 out I was pregnant with my first child, and never smoked again. It's been over 10 years now, and I most certainly don't regret it. If you can't do it for your kids, who can you do it for? Jacci, Surrey

## Craving Tips

Section	Text	BCT
1	Think back to just one achievement in your life - then to another - then to another. Now think how you will feel when you have ditched smoking.	BM8
2	A quick burst of exercise can get rid of cravings. Exercise helps because it: Reduces the stress caused by wanting a cigarette. Makes you feel happier which reduces cravings. Directly reduces cravings by providing a different chemical to your brain. It need only be a few knee bends, a short walk or even just tensing and relaxing the muscles in your legs.	BS15
3	It is best to plan activities in advance to fill the times when you would normally have a cigarette. Spend a few seconds thinking of things you could do.	BS15
	If you can't think of something right now, you could talk about it with a friend or member of your family. And you could even ask them to do the	A2

- activity with you.
- 4                      Make sure your mental    BS10  
energy stays high so you  
can deal with the  
cravings: Give yourself  
time to relax doing  
something you enjoy if  
you can. This will help  
maintain the energy you  
need.
- 5                      Quitting                      smoking    BS10  
requires a lot of effort - a  
lot of mental energy.  
Mental energy is like  
physical energy: Both  
run low when you use  
them a lot. After  
running low, you need to  
rest to recover that  
energy.
- 6                      Here                      is                      another    BM13  
technique which you can  
try: When you have an  
urge to smoke, imagine  
yourself sitting in the  
doctor's office getting the  
devastating news that  
you have got lung cancer  
- and now imagine  
telling your family
- 7                      Just think - if you give in    BM1  
and have a cigarette it  
could be the one that  
triggers lung cancer - or  
it could be the one after  
that - or the one after  
that - and one cigarette  
will lead to another.
- 8                      Another way to deal with    BM2



cravings is to boost your motivation. It may seem silly but say to yourself 'Today I will not smoke - no matter what'

9 Relaxation can really BS14 help with cravings. Concentrate on your breathing and breathe in and out, deeply and slowly - and relax your muscles with each breath

10 When craving strikes, BS15 always do something - don't just wait for it to go away. Can you get out of the situation? Can you pick up something to fiddle with? Can you get a glass of water? Every bout that you resist is another victory.

11 Try really tensing the BS14 muscles of you legs for 5 seconds, then relaxing them, then tensing them again and relaxing them. Do this for a minute or so. Research has shown that this can reduce cravings.

12 Remember that people BM13 can smell smokers as soon as they enter a room. And it's not pleasant. You are free from that now. One puff and you'll be back where

- you started.
- 13 When the craving hits BM8  
and you really want a  
cigarette, imagine your  
body returning to how it  
was when you were a  
smoker. Your lungs  
blackening and all the  
health risks returning.  
Then think of how it is  
now – having a great  
chance to heal itself. And  
improving all the time.
- 14 Quitting smoking is like BS15  
a battle. You are  
winning. When you have  
a strong craving:  
Visualise the battle  
between you and the  
cigarettes. You are not  
going to let them win.  
Stay strong. Create the  
image in your mind of  
crushing that cigarette.
- 15 Chewing glucose tablets BS15  
can help beat the  
cravings. Keep a packet  
handy. You can chew lots  
of them because they  
don't contain many  
calories.
- 16 A lot of smokers find BS11  
that going to bed early  
helps escape the  
cravings early on - they  
are often worse in the  
evening.
- 17 Take time to reward BS16  
yourself. Do something

you enjoy which doesn't make you think of smoking: Spend time with your family or friends. Watch your favourite TV programme or a film. Go out to your favourite place.

18 Remember that the BM13  
craving is just the nicotine parasite trying to get you back to smoking - sucking on a cigarette is inhaling this parasite so it can worm its way into your brain.

19 If you know some tunes BS15  
you like, sing them to yourself in your head over and over until the craving goes away.

20 When the going gets BM2  
tough, focus on the prize: smoke-free for 28 days. You can do it. You must do it.

21 There is only one thing BM8  
that matters. Not having that puff on a cigarette. For you it is not an option - imagine you are in a supermarket - you don't want to smoke because you can't.

22 Every time you resist the BM2  
cravings, you have won another battle. It won't be long before you have won the war.

Cravings can hit you out of the blue. Watch out for them and just remind yourself - smoking is not even an option. BM8

## Medicine

Section	Text	BCT
Gum	<p>Gum comes in two strengths high (4mg) and low (2mg). It's generally best to go for the stronger gum. Chew it regularly, not just when you crave.</p> <p>Pros: Flexible to use. They can be used more frequently to combat very strong cravings.</p> <p>Cons: They have a strong taste, which takes a while to get used to. Requires regular chewing (10-15 pieces a day), which may not always be easy. Best to use alongside the patch.</p>	A1
Nicotine Patch	<p>These are available as either a 16 hour patch, or a 24 hour patch. Patches are applied to the skin in the morning and removed at the end of the day (16h) or the next morning (24h).</p> <p>Pros: Very simple to use</p> <p>Cons: They deliver nicotine slowly, so can't be used to help with particularly strong</p>	A1

cravings. If used overnight they can affect your dreams. Best to use them with one of the faster acting products.

#### Inhalator

An inhalator is a small A1 plastic tube containing a nicotine cartridge. The nicotine from this product is absorbed through the mouth rather than inhaled into the lungs (despite the name).

Pros: Provides the same action as smoking a cigarette (hand to mouth).

Cons: The inhalator needs to be puffed on for 20 minutes each hour and can irritate the throat. Best to use with the patch.

#### Nasal Spray

This uses a fine spray to A1 give you nicotine through your nose. It is quickly absorbed and starts to work within ten minutes.

Pros: Fast acting, removes withdrawal symptoms quickly.

Cons: Gives burning sensation in the nose

when you first use it but people get used to it. Works well when used with the patch.

Champix

Champix contains A1 varenicline tartrate. This works on the part of the brain that causes nicotine craving. It's activated whenever you have a pleasurable experience (such as eating nice food).

It is very effective in reducing cravings and is probably the most effective stop-smoking medicine available. Some concerns have been expressed about mood disturbance as a side effect but these have not been found in large well-designed studies.

Lozenge

These are tablets that A1 you suck for approximately 30 minutes. They come in different strengths - 1 or 2mg if you are less dependent, and 4mg if you are more dependent.

Pros: The 4mg lozenge is fast acting and reduces cravings within minutes.

Cons: For best effects lozenges should be sucked regularly across the day (12-15 tablets) which may not be easy. Good to use with the patch.



## About

Section	Text	BCT
Paragraph 1	SF28 has been developed by experts to help you stop smoking. It sets up the challenge of being completely smoke free for 28 days. That is the period when craving and withdrawal symptoms are at their worst and if you can make it through without a single puff on a cigarette you are 20 times more likely to stay off cigarettes for good.	RD3
Paragraph 2	Robert West is the main designer behind SF28. He is a psychologist who has been researching how best to help people stop for 30 years during which time major advances have been made. For more information go to <a href="http://www.rjwest.co.uk">www.rjwest.co.uk</a> .	A5